





FIRST THINGS FIRST

The right system for bright futures

Regional Partnership Councils Building Community & Awareness

First Things First

What does success look like for First Things First?



Success Snapshot

- * All children have access to high-quality early care and education.
- * All children have access to high-quality preventive and continuous health care.
- * All early childhood development and health professionals are well prepared and highly skilled.
- * All families actively engage in children's success.
- * The early childhood system is coordinated, integrated and comprehensive.
- * Arizonans substantially support early childhood development efforts both politically financially.



Another View of Success



State of AZ Children

- **41st in high school drop-out rates**
- **36th in overall child well-being**
- **36th in the percentage of children living in poverty**
- **47th in 4th-graders reading below basic reading level**
- **45th in uninsured children**

First Things First: AZ's Response

- **First Things First passed with 52% - a statistical landslide**
- **2nd highest amount of money ever raised by a ballot initiative**
- **Strongest bi-partisan support in the history of ballot initiatives**

Onto the Hard Work

- **Good start – but it takes a while**
- **Right direction – but complicated to explain**
- **More to do – a lot more!**

Your Job

- **Council role is the community face of FTF**
- **You are the key children's champions**
- **You'll be making the case**
- **New 'job title': Early Childhood Ambassador**

Telling The Story

- **Community support is rooted in community awareness**
- **Awareness doesn't "just happen"**
- **FTF has already generated policymaker opposition**



Message Matters

- People need to know we're delivering the promise
- But they don't want to hear about systems



Stand-By Messaging

- Define the problem
- Position FTF as part of the solution



Stand-By Messaging

- Who are the people with local authority who can commit resources and/or influence policy or assist in building public will?



Stand-By Messaging

- How will I introduce myself and the work of FTF(state and council) while attending meetings outside of the council. This could be a potential challenge when I wear “another hat” at that meeting, but don’t want to miss the opportunity to educate/advocate for FTF?



Stand-By Messaging

- What key leaders can you identify for outreach in understanding the structure and work of the councils? Are there “unusual suspects” for outreach? Who is missing? Who do we want to engage?



Stand-By Messaging

- How will we engage existing groups, agencies, programs, services, coalitions, individuals?
- When representing your FTF Council, how will you diversify the message for various perspectives (geographic, professional, etc.)?



Next Messaging Phase

- **Great Results=Great Message**
- **What if we're not there yet?**
 - **Good Start**
 - **Right Direction**
 - **More to Do**



Now What?

- **Equipping you to be an Early Childhood Ambassador**
- **Breakout sessions Wednesday, with:**
 - **FTF Communications Toolkit**
 - **Hands-on discussion & brainstorming**
 - **United Way's *Making the Business Case***





Be a Part of the Vision .